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# *Transforming Markets*

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ENERGY STAR® Products Partner  
Meeting



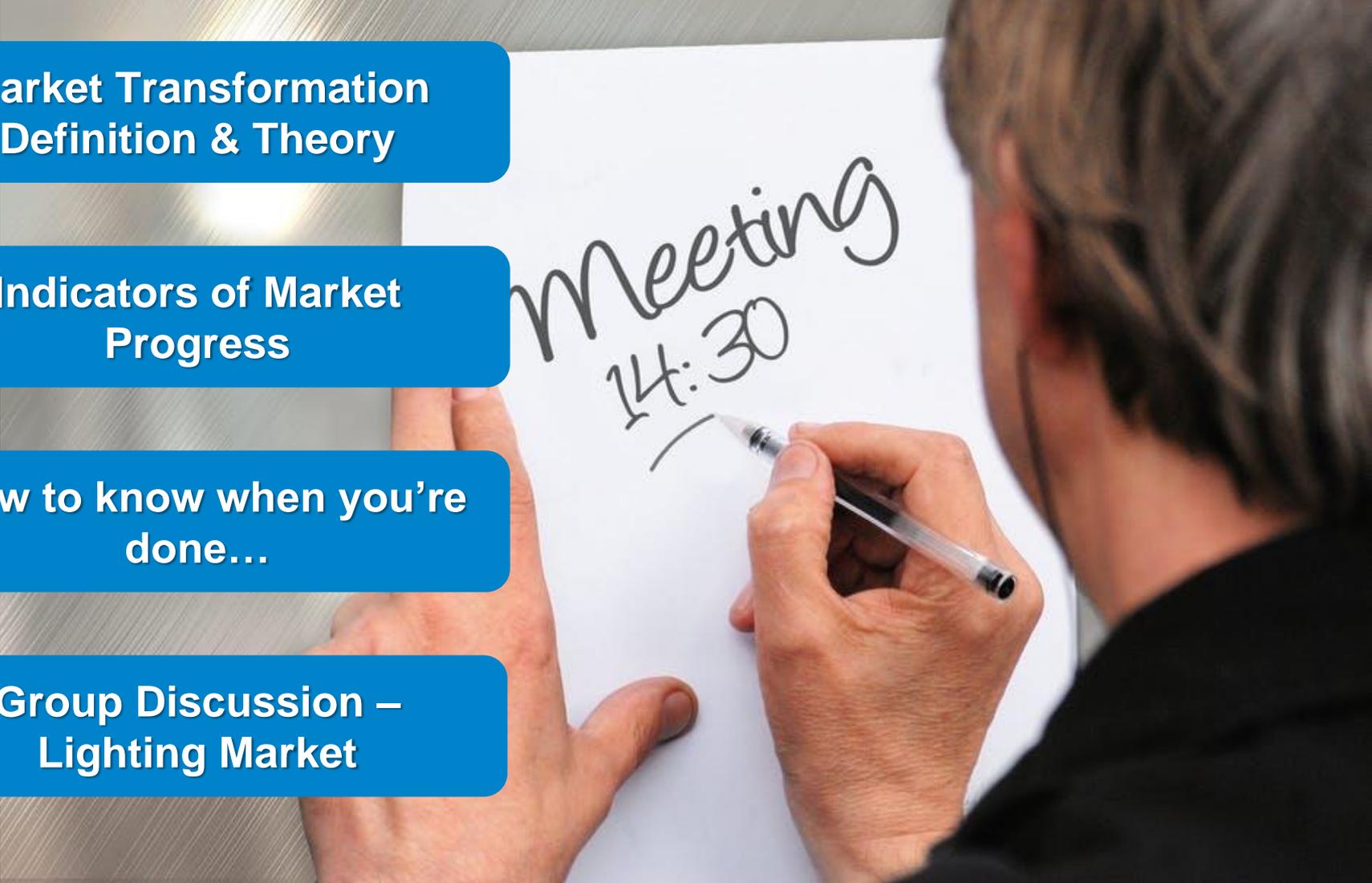
# Agenda

**Market Transformation  
Definition & Theory**

**Indicators of Market  
Progress**

**How to know when you're  
done...**

**Group Discussion –  
Lighting Market**

A person with dark hair is seen from the side, writing on a whiteboard. They are holding a black marker and have just finished writing the word 'Meeting' in a cursive script. Below it, they have written '14:30' and are currently drawing a horizontal line underneath the time. The whiteboard is mounted on a metallic surface.

Meeting  
14:30

# ***Market Transformation Definition & Theory***

# Lets Talk About Markets...



# *What is Market Transformation?*

*The **strategic process** of **intervening in a market** to create **lasting change** in **market behavior** by **removing identified barriers** and/or **exploiting opportunities** to **accelerate the adoption** of **all** cost-effective energy efficiency as a matter of **standard practice**.*

## *Let's simplify...*

“The strategic process of intervening in a market to create lasting change.”

# *How do you know...Indicators of Transformation*

- Is someone making money?
- Is there permanent market structure?
- Is the end-user/consumer satisfied with the product?
- Are the changes in the market difficult to reverse?
- Are there remaining substantial market barriers?
- Is there a multi-year market trend that persists?

# *Indicators of Market Progress*



# Televisions

14%



# *How do you know...Indicators of Transformation*

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# Clothes Washers



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# Ductless Heat Pumps



# *How do you know...Indicators of Transformation*

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# *Lets talk lighting...*

- What does the lighting market look like today in comparison to 5 or 10 years ago?
- What market barriers currently exist?
  - Will those barriers go away on their own?
- What indicators of transformation do you see in the lighting market?
- Is the lighting market transformed?





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**TOGETHER** *We Are Transforming the Northwest*

